

DEPARTMENT OF MANAGEMENT B.B.A

PROGRAMME OUTCOMES

- PO1:** . Acquire adequate knowledge in the Principles, Theories and Models of Business Management, Accounting, Marketing, Finance, IT, Operations and Human Resource.
- PO2:** Develop managerial, behavioral, strategic thinking, commercial awareness and mentoring skills.
- PO3:** . Analyze and comprehend the applicability of management principles in solving complex business problems.
- PO4:** Identify, describe, propose, synthesize and present business reports through SPSS, Tally and MS-Office as per the industrial needs.
- PO5:** Demonstrate English proficiency for Business Communication for effective and Professional business management..
- PO6:** Obtain the ability to lead a team and develop group behaviour in achievement of individual, group and organizational goals..
- PO7:** . Develop appropriate entrepreneurial skills so as to become competent business entrepreneurs..
- PO8:** Recognize and solve business problems in an ethical manner for continuous development of business venture.
- PO9:** Develop lifelong learning skills with interdisciplinary approach towards sustainable development.

SPECIFIC PROGRAM OUTCOMES FOR BBA

- SPO1:** Students will acquire and demonstrate analytical and problem solving skills with in various disciplines of management, business, accounting, economics, finance, marketing, English and Languages.
- SPO2:** Students will attain proficiency in analyzing the opportunities and challenges of global and dynamic business environment.
- SPO3:** Communicate in a business context in a clear, concise, coherent and professional manner.
- SPO4:** Ability to design, develop and apply business models and strategies to address business problems with special reference to finance and the needs and interest of various stakeholders.
- SPO5:** Graduates can join professional career in field of finance, FMCG, retail, banking, pharma, financial institutions, stock exchanges and mortgage organizations and allied industries (Employability).
- SPO6:** Think in a critical manner.
- SPO7:** Graduates should be able to start their own business venture or exhibit entrepreneurial skills for their employer organization (Entrepreneurship).
- SPO8:** Graduates will develop positive attitude and life skills which will enable them to become a multi facet personality with a sense of Environmental consciousness and responsible Citizen with moral and ethical values (Ethical and committed citizen).

SEM-I PRINCIPLES OF MANAGEMENT (PAPER -I)

After the completion of the course, Students will be able to

- CO1 Identify the key concepts of management
- CO2 Explain the evolution of Management thought
- CO3 Classify the different types of plans and decision making process
- CO4 Analyse the different organization structures in the organization
- CO5 Evaluate the effectiveness of coordination and control techniques of the organization

DEPARTMENT OF MANAGEMENT

SEM-I BASICS OF MARKETING (PAPER - II)

After the completion of the course, Students will be able to

- CO1 Expressing the Marketing as an important function and make students know about the basic concepts of Marketing
- CO2 Develop an idea of marketing environment and its components
- CO3 Familiarise the students with Marketing Information Systems and its contents
- CO4 Identifying insights about Demand Analysis in Marketing Context
- CO5 Explaining students about the process of Segmentation, Targeting.

SEM-I BUSINESS ECONOMICS (PAPER III)

After the completion of the course, Students will be able to

- C01:** To understand and importance.
- C02:** To analyse the importance of study of Consumer Behaviour towards Utility analysis.
- C03:** To apply various methods (Supply, Demand, Price.etc) to behavior and social Phenomena. recognize the basic concepts of Economics and its
- C04:** To Develop in-depth competencies towards Production and various costs involved.
- C05:** The Different types of markets & how prices are determined under those markets.

SEM-II Organisational Behaviour

After the completion of the course, Students will be able to

- CO1 Identify the disciplines and factors contributing for the effectiveness of OB
- CO2 Analyse the components of Individual and Interpersonal behaviours in organizational context.
- CO3 Demonstrate different leadership styles and skills required in working groups and teams
- CO4 Evaluate different approaches of change and types of culture CO5 Explain the concepts of codecrease the roots, removal of terms.
- C04:**Solve the reciprocal equations.

SEM-II Business Statistics

After the completion of the course, Students will be able to

- CO1 Define Basic concepts of statistics in business and their applications
- CO2 Describe about skewness and curtosis and become capable in understanding their applications
- CO3 Practically use regression analysis in research and business situations
- CO4 To generate an understanding of Index numbers and their applications
- CO5 To provide application capabilities of Time series analysis in business situations

SEM - II Financial Accounting

After the completion of the course, Students will be able to

- CO1 Discuss fundamental accounting principles, functions, uses and accounting cycle
- CO2 Present journal entries using double entry bookkeeping and post in ledger accounts and Prepare Trial balance
- CO3 Estimate the balances of two column, three column, petty cash book and other subsidiary books
- CO4 Perform the steps in the preparation of final accounts (sole proprietorship)
- CO5 Find value of an asset using SLM, WDV methods of depreciation

SEM – III Basic Quality Management

After the completion of the course, Students will be able to

- CO1.Examining the concepts of quality management and performance excellence in organizations
- CO2 . Evaluating the historical developments in the quality movement and their importance.
- CO3. Analyzing quality in organizations such as manufacturing, service, healthcare, education, government
- CO4 . Examining the role of process in Operations Management and identify general types of processes.
- CO5 . Illustrating the fundamental principles and practices of quality and performance excellence

SEM - III Human Resource Management

After the completion of the course, Students will be able to

- CO1 Identify the importance of human resources and their effective management in organizations
- CO2 Compare and Contrast different tools used in forecasting and planning human resource needs
- CO3 Summarizing the appropriate use of Job analysis and Job design Processes
- CO4 Demonstrate the ability to prepare the Recruitment and selection strategies for a specific job
- CO5 Develop the different Post Selection processes followed in the Organization.

SEM - III Information Technology For Business

After the completion of the course, Students will be able to

- CO1 Identify the components of computers and analyze the basic concepts of operating systems
- CO2 Interpret the basic concepts of Information Systems
- CO3 Extract the knowledge of Multimedia concepts
- CO4 Execute online transactions through Internet
- CO5 Analyze office management applications

SEM -III Financial Management

After the completion of the course, Students will be able to

- CO1 Demonstrate functions of financial management in business corporations, Knowledge of the value of money overtime
- CO2 Calculate the various capital budgeting techniques for taking investment decisions
- CO3 Distinguish between equity, debt and preference capital. Calculate specific cost of capital and weighted average cost of capital
- CO4 Demonstrate the concept of working capital Determine working capital estimation
- CO5 Calculate value of the firm using Walter's Model, Gordon's Model dividend theories

SEM -IV Start up Management.

After the completion of the course, Students will be able to

- CO 1. The students will be able to adapt oral and visual presentation skills and establish a foundation of confidence. The students will understand what characterizes an attractive business opportunity and common pitfalls during the entrepreneurial process.
- CO 2. The students will be able to adapt to the changing circumstances that occur during the entrepreneurial process. The students will be able to mobilize people and resources. Students can now identify and secure customers and team members through networks.
- CO 3. The students will be able to detect weaknesses and strengths within a business opportunity and give suggestions of how to improve these weaknesses and utilize these strengths.
- CO 4. Students will be able to define, identify and apply the knowledge of new venture financing and growth financing.

SEM -IV Leadership and Change Management

After the completion of the course, Students will be able to

- CO1 To identify key theoretical concepts of Leaderships
- CO2 To develop an understanding of basic attributes, behaviours and styles of Leadership
- CO3 To learn how to design and develop leadership in decision making teams and groups.
- CO4 To develop insights and acquire a sound knowledge regarding the role and concepts of organisational change
- CO5 To identify the process of effective planned change

SEM -IV Business Law and Ethics

After the completion of the course, Students will be able to

- CO1 To Identify essential elements of contract act 1872.
- CO2 To Define concepts of sale of goods act and to Distinguish sale and agreement to sale
- CO3 To Summarize various types and characteristics of negotiable instruments under Negotiable Instruments act 1881
- CO4 To Summarize the formation, MOA, AOA along with Highlights of Companies act 2013.
- CO5 TO Explain Consumer protection Act and outline concepts of IPR

SEM -IV Market Research

After the completion of the course, Students will be able to

- CO1 Explain the meaning and importance of research, explain the types of research, the research process, and a hypothesis, and explain the types of research designs
- CO2 Explain the methods of data collection for research, enumerate the contact methods, describe the research instruments for data collection, explain the importance of census and sample survey, explain the steps and methods of sampling, determining the sample size.
- CO3 Describe the various levels of measurement and the types of measurement scales, explain the validity and reliability of a scale
- CO4 Formulate and test a hypothesis using parametric and nonparametric tests such as ANOVA, Chi-square, McNemar, Wilcoxon matched pairs test, Mann Whitney U test, Kruskalwallis test
- CO5 Explain the methodology and precautions while writing reports & writing a report.

SEM -IV Management Science

After the completion of the course, Students will be able to

- CO1: Memorize the concepts related to retail management.
- CO2: To identify the location to set up a plant and layout with required process technologies
- CO3: To analyse and implement problem solving approach using linear programming.
- CO4: To analyse and implement problem solving approach using Transportation Problems
- CO5: To Recognize the work study, Plant Layout and Plant Maintenance

SEM -V Financial Markets and Services

After the completion of the course, Students will be able to

- CO1: Understanding the concepts, structure, functioning and theories related to financial markets, institutions and services
- CO2: Analyzing the different types of financial markets and the product traded therein.
- CO3: Illustrating an awareness of the current structure and functioning of the financial Markets, Institutions and Services.
- CO4: Demonstrating an awareness of the regulation of the Indian Financial Markets, Institutions and services sector.
- CO5: Evaluating and creating strategies to promote financial products and services. CO6: Identifying the Regulators in Financial System and understanding the role of various intermediaries in the system

SEM-V Brand Management

After the completion of the course, Students will be able to

CO1: To recognize the Concept of Branding, strategies, brand positioning.

CO2: To relate the Integration of advertising and Branding in marketing.

CO3: To demonstrate the designing and implementing brand strategies

SEM-V Organisation Development

After the completion of the course, Students will be able to

CO1: Understand and apply key models of OD like 6 box model, Burke Litwin model etc.

CO2: Explain the success stories of OD in some top Indian and global companies

CO3: Apply strategic tools like Porter's five forces model, value discipline

CO4: Assess their organizations using organizational diagnostic models like Malcolm Balridge Award Criteria, the EQFM model

CO5: Using various models to plan successful HR change interventions for HR process up-gradation

SEM-V Analysis of Investment in Financial Assests

After the completion of the course, Students will be able to

CO1: understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management

CO2: analyzing stock returns and risk in economic environment and indicators and using various models for the purpose of investment.

CO3: measuring the risk and return of a portfolio position and diversify and manage investment portfolios in accordance with a person's risk preferences

CO4: evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation model

SEM-V Retail Management

After the completion of the course, Students will be able to

CO1: To familiarize with the concept of retailing and its management.

CO2: To understand the flow of goods from manufacturers to end users and the role of retailers in the same

SEM-V Performance Appraisal and Counseling

After the completion of the course, Students will be able to

CO1: To discuss the purposes for performance appraisals

CO2: Discuss the commonly used performance measurement methods and forms

CO3: Understand the drawbacks of 360 degree evaluation

CO4: Steps to be taken to avoid problems with appraisal process

SEM-V Insurance Services

After the completion of the course, Students will be able to

CO1: To understand the overview of about insurance industry

CO2: To make students understand various principles , provisions that govern the life and general insurance contracts

SEM-V. Customer Relationship Management

After the completion of the course, Students will be able to

CO1: To be aware of the nuances of customer relationship

CO2: To analyze the CRM link with the other aspects of marketing

CO3: To impart the basic knowledge of the Role of CRM in increasing the sales of the company

CO4: To make the students aware of the different CRM models in service industry

SEM-V Compensation management

After the completion of the course, Students will be able to

CO1: To discuss the principles and importance of compensation management

CO2: To relate the bases of compensation

CO3: To appraise the present trends in calculation of incentives and other pay systems

CO4: To develop and design compensation system

CO5: To identify the contemporary compensation practices

SEM-VI Business Analytics

After the completion of the course, Students will be able to

CO1: The basic objective of this course is to familiarize the students with nature and dimensions of evolving business environment in India to influence managerial decisions.

SEM-VI . Banking

After the completion of the course, Students will be able to

CO1: To understand the basics of Banking and the emergence of Banking in India

CO2: To get acquainted with the functionality of the banks

CO3: To know the meeting and use of commonly used technologies in Banking

SEM-VI Buyer Behaviour

After the completion of the course, Student will be able to

CO1: To explain the concept of Buyer Behaviour & describe buyer research process in detail

CO2: To evaluate the factors affecting buyer behaviour in detail

CO3: To analyze the consumer decision process

CO4: To assess the impact of consumer's motivation, personality on the buying behavior

CO5: To impart the basic knowledge of consumer protection rights

SEM-VI Leadership and Change Management

After the completion of the course, Students will be able to

CO1: To understand the concept, qualities and essentials of leadership

CO2: To understand the meaning of change and need for organizational change

CO3: To appraise the students with the change management process

SEM-VI RISK ANALYSIS AND MANAGEMENT

After the completion of the course, Students will be able to

CO1: demonstrate knowledge of the range of financial and financial related risks facing organisations

CO2: understand the approach to risk management through risk identification, risk measurement and risk management (or mitigation)

CO3: understand reputational risk

CO4: understand operational risk and how to manage it.

SEM-VI Advertising and Sales Promotion

After the completion of the course, Students will be able to

CO1: To discuss the Concept of Advertising, History, functions of advertising.

CO2: To analyze the different Types of Advertising, department, designing advertising copy and strategy used by the marketers

SEM-VI Talent and Knowledge Management

After the completion of the course, Students will be able to

CO1: Evaluate the potential and appropriateness of talent development strategies, policies and methods with reference to relevant contextual factors

CO2: Assess the role and influence the politics of knowledge management policy and practice in contents.

SEM-VI International Finance

After the completion of the course, Students will be able to

- CO1: To recognize the Concept of Foreign Exchange Markets
- CO2: To Apply the Concept of International Parity Relations
- CO3: To apply the derivatives for Risk Management with special Reference to Currency
- CO4: To give the Concept of International Tax Management

SEM-VI Rural Marketing

After the completion of the course, Students will be able to

- CO1: Analyse marketing environment, consumer behaviour , distribution channels, marketing strategies , etc. in the context of rural markets in India
- CO2: Categorize issues in rural markets

SEM-VI Employees Relations

After the completion of the course, Students will be able to

- CO1: To gain insights into conceptual knowledge on industrial relations
- CO2: To appraise the extent to which the workers can participate in management
- CO3: To interpret the mechanism for resolving industrial disputes
- CO4: To realize the provision for payment of wages.

- CO5: To discuss the legal framework of factories act.

SEM-VI Project Report & Viva

After the completion of the course, Students will be able to

- CO1: To enable students to apply the conceptual knowledge in a practical situation and to learn the art and science of conducting a study in a systematic way and presenting its findings in the form of report.

- CO2: To practice the skills, diligence, and commitment to excellence needed to engage in lifelong learning.

- CO3: To identify, analyze, and solve problems creatively through sustained critical investigation.

